

PUBLIC PRIVATE PARTNERSHIP WITH

GO APE!

@ BRAZOS RIVER PARK
CITY OF SUGAR LAND
PARKS & RECREATION

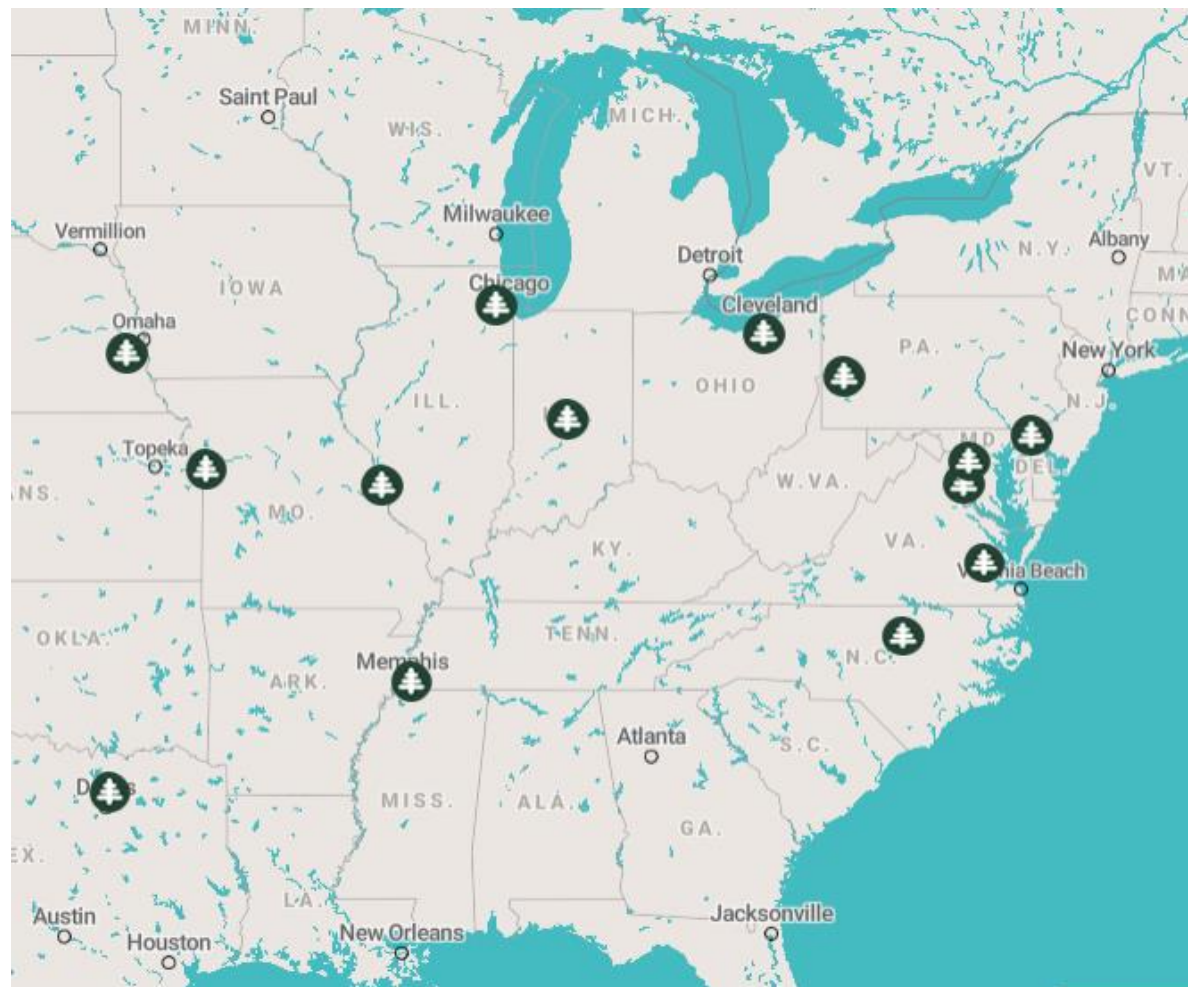


What is Go Ape?

- One of the original developers and operators of aerial obstacles and zip line courses
- Market leader in the aerial ropes adventure industry
- Forest-based pay-to-play physical adventure
- Environmentally friendly adventure opportunity for nature immersion, exploration and balance.
- 14 locations across the United States (3-5 more locations in process)



Existing Go Ape Sites in US



Public-Private Partnership Examples

- Rock Creek Regional Park (Rockville, MD) - Maryland National-Capital Park and Planning Commission
- Freedom Park (Williamsburg, VA) - James City County Parks and Recreation
- North Park (Pittsburgh, PA) - Allegheny County Parks and Recreation
- Creve Coeur Memorial Park (St. Louis, MO) - St. Louis County Parks and Recreation
- South Run (Springfield, VA) – Fairfax County
- Blue Jay Point (Raleigh, North Carolina) - Wake County Parks and Recreation
- Swope Park (Kansas City, MO) – Kansas City
- Oak Point (Plano, TX) – City of Plano

Course Activities

- Treetop Adventure
- Treetop Journey
- Axe Throwing



Structured with a series of loops that begin from a platform



Geared towards a younger audience, families and adult beginners



Participants throw an axe at a target for set periods of time

Safety First

Detailed protocols, procedures and controls based on near-twenty years of track records globally.

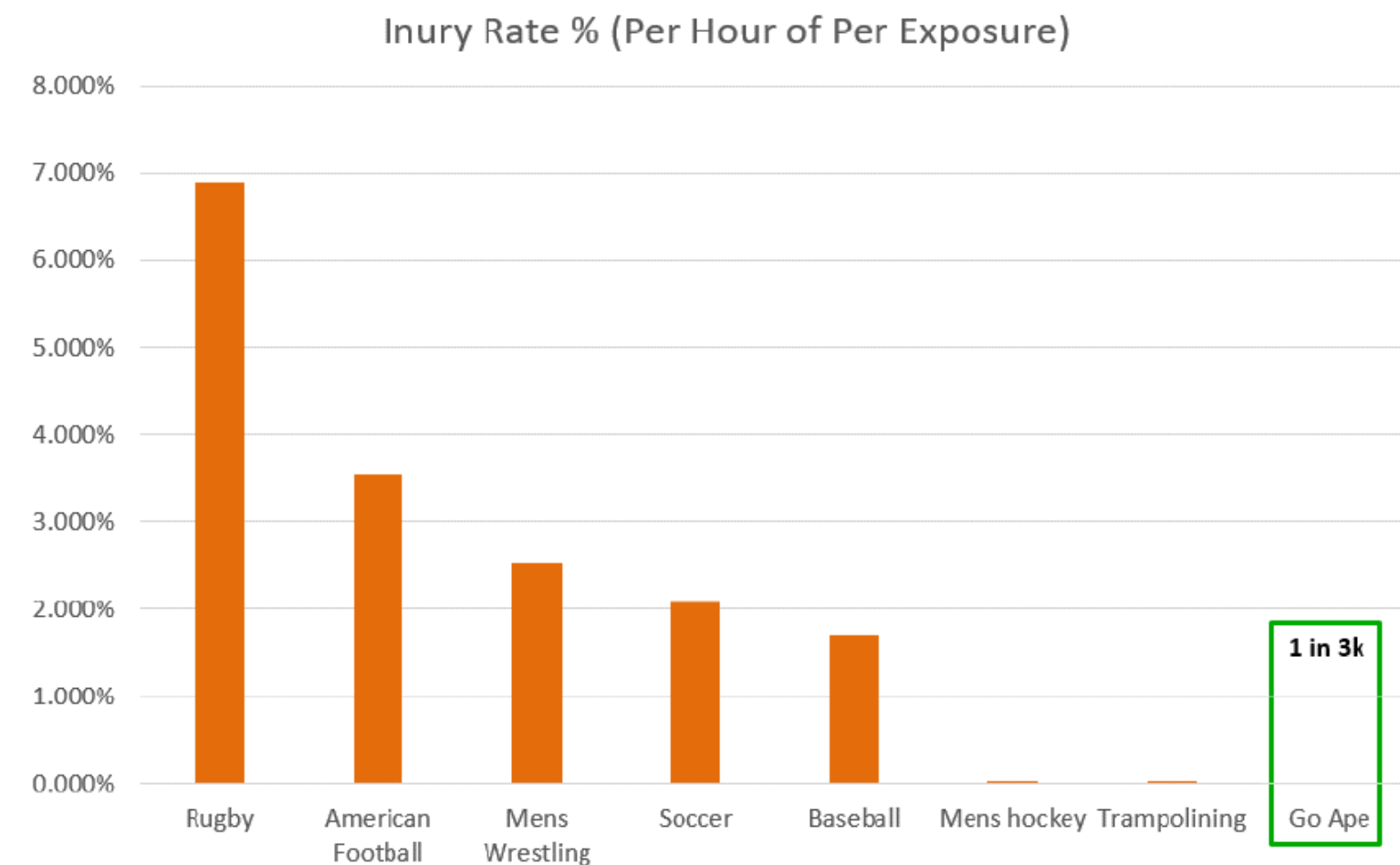
Participants receive in-depth instructions and hands-on training.



- Internal and external inspection program throughout the operational year
- Internal inspections: daily checks, monthly course inspections, audits and emergency planning.
- Third party inspection by a certified ACCT Inspector annually
- Annual tree inspection by an ISA certified arborist.

All (First Aider Attention) Injury Rates:

Go Ape is statistically safer than most sports



Note: Go Ape total injuries include all Cat 1-3 injuries

Go Ape! @ Brazos River Park

Customer Feedback

98%

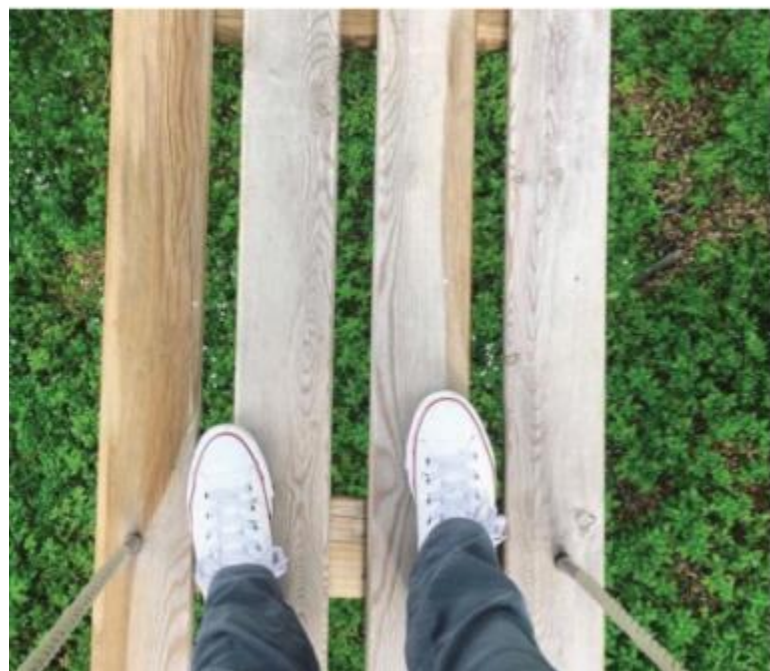
A recent 2020 survey for one of its busiest locations found that over 98% of Go Ape guests felt the existing Go Ape courses were a positive addition to that park.

89%

Further, 89% indicated that they would like to see additional similar amenities incorporated.

+

Go Ape USA receives overwhelmingly positive reviews from its guests, with many noting its inherent benefits to individuals, including confidence building, family experiences, and growth opportunities.



Proposed Site

Brazos River Park North Lake Area

- Sufficient Parking
- Existing Restroom
- Brazos River Corridor woods
- North Lake
- Views to Brazos River



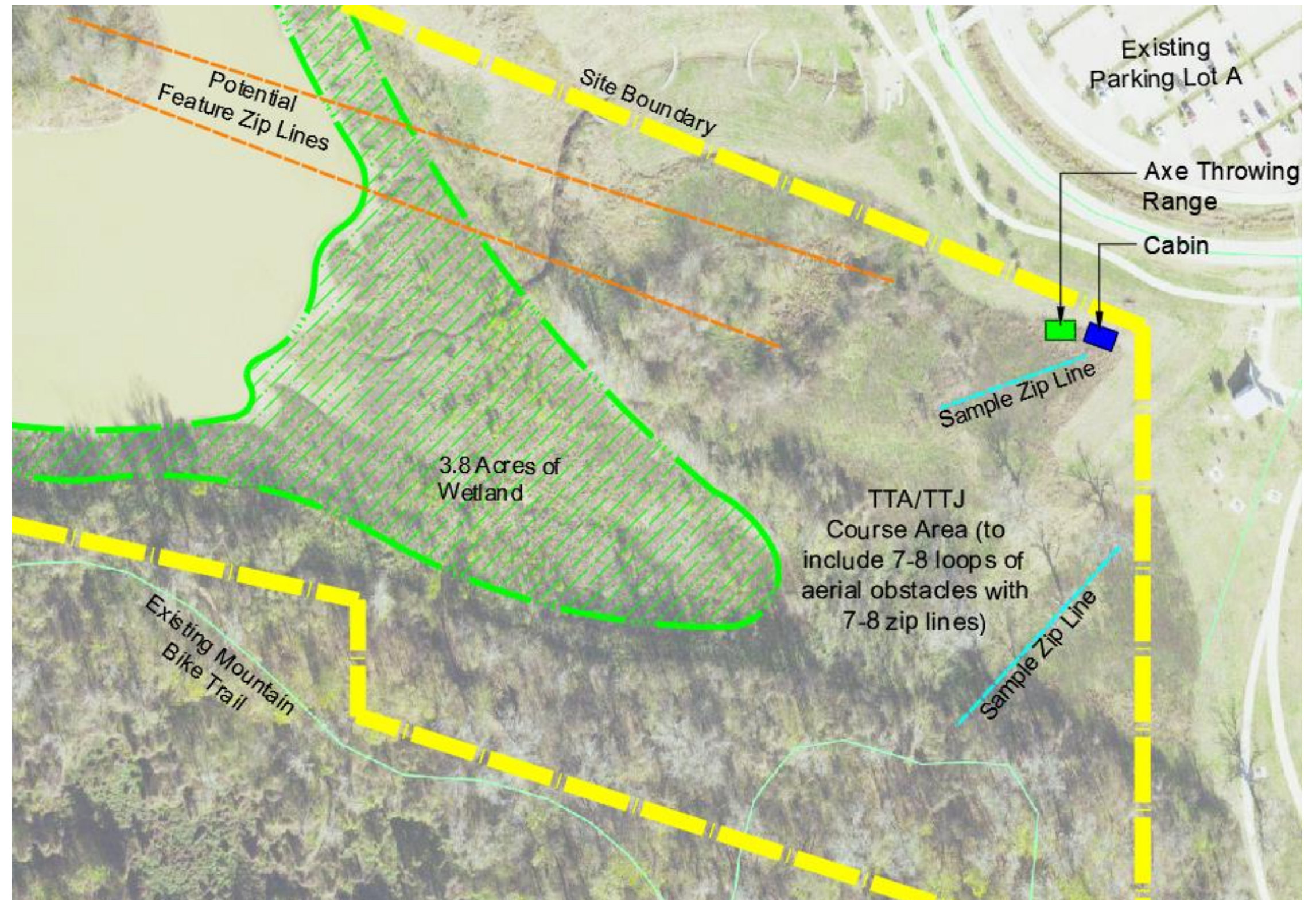
Site Photos



Go Ape! @ Brazos River Park

Proposed Preliminary Site Layout

- Cabin
- Axe Throwing
- Sample Zip Lines
- Feature Zip Lines
- Treetop Adventure(TTA)/
Treetop Journey(TTJ)
Course Area



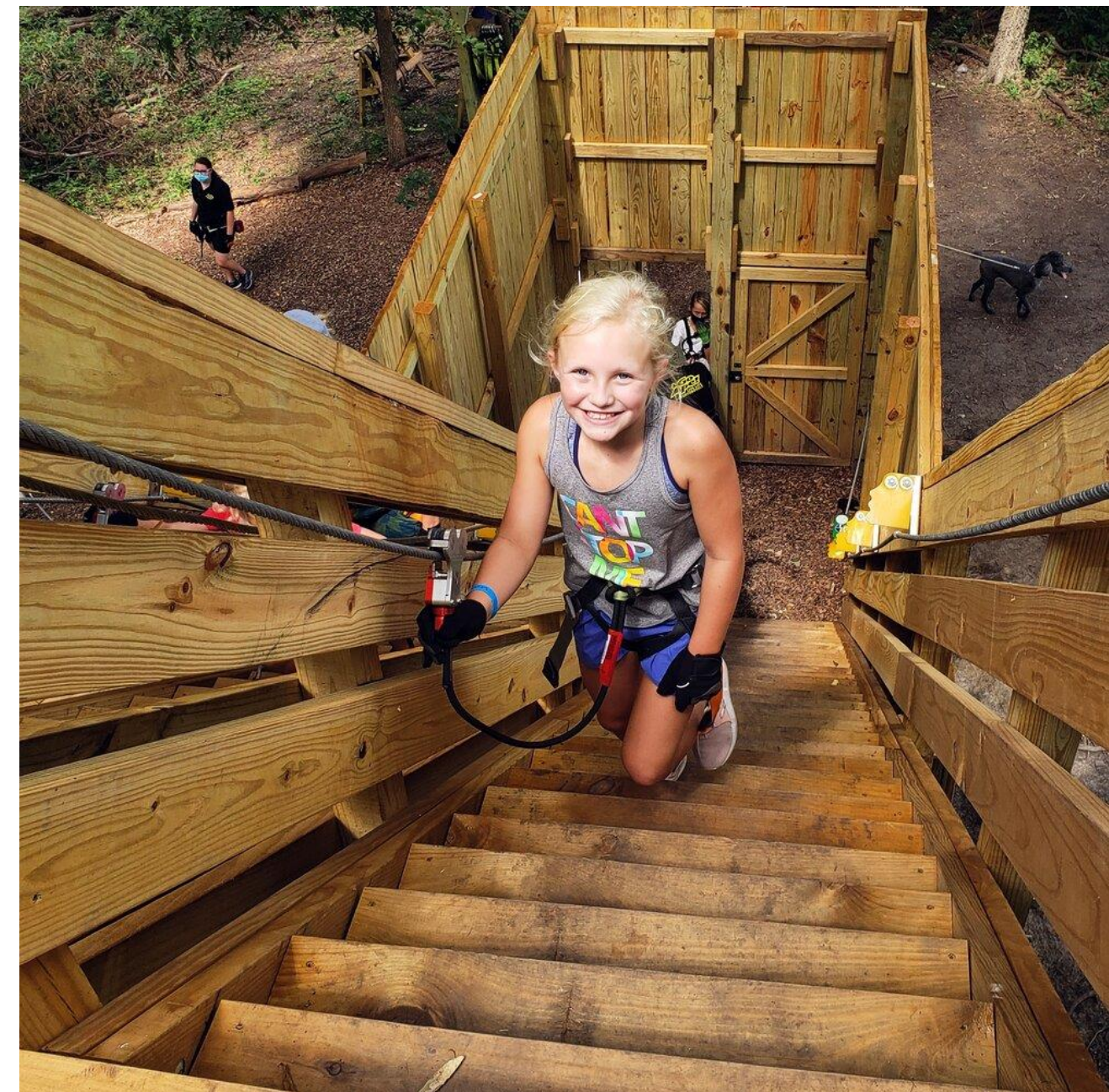
Facility Character Images



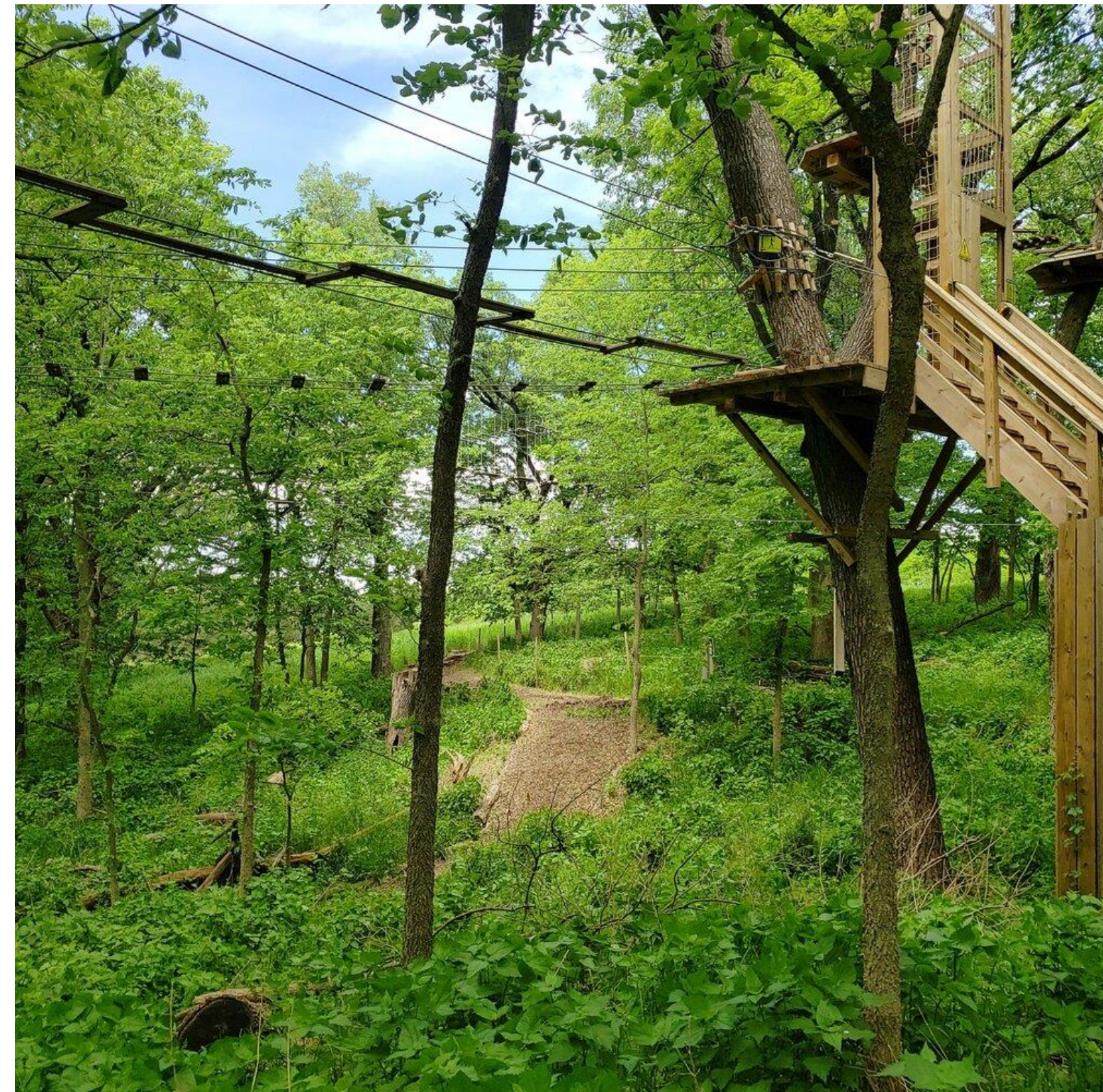
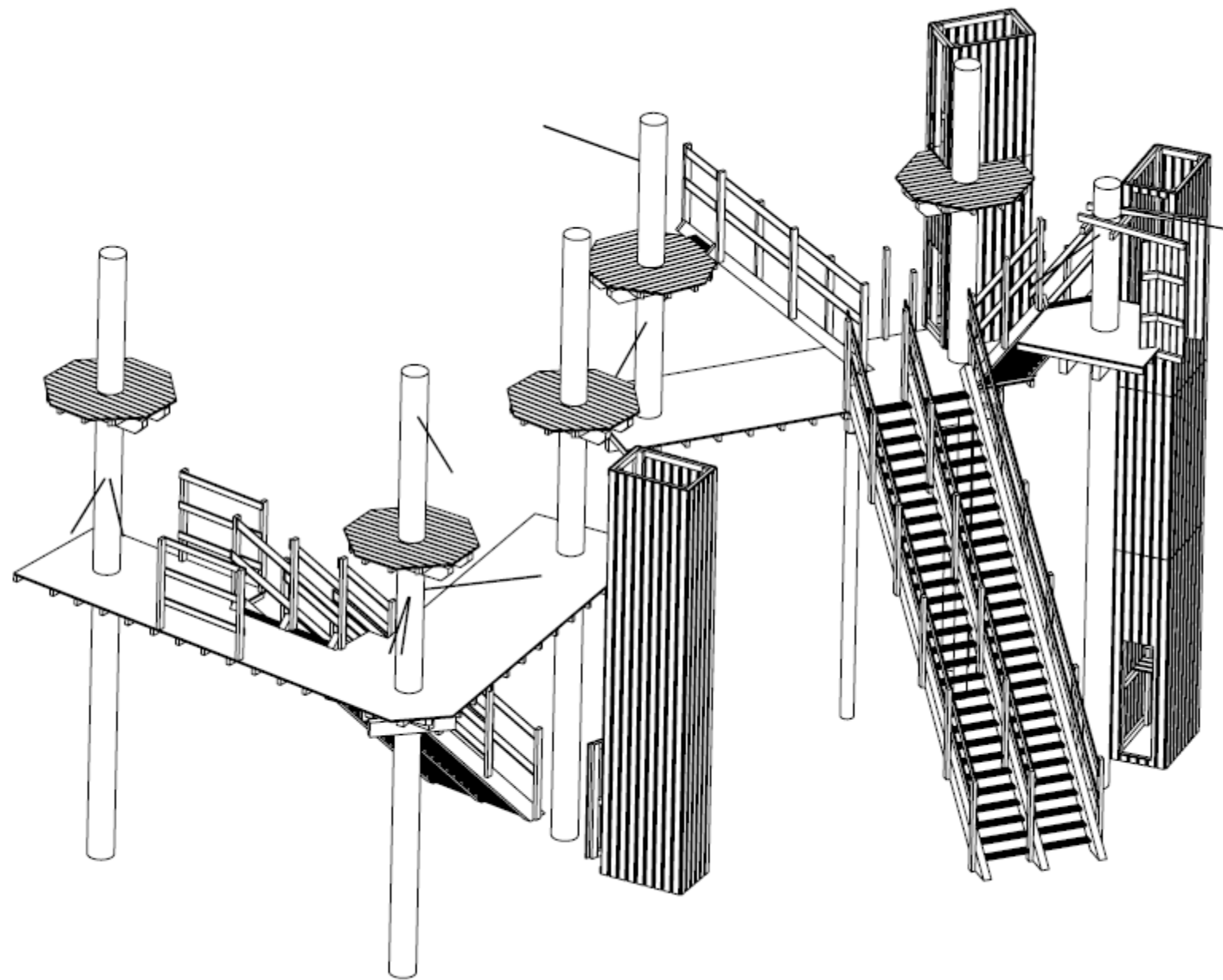
Cabin



Axe Throwing



Ground Structure

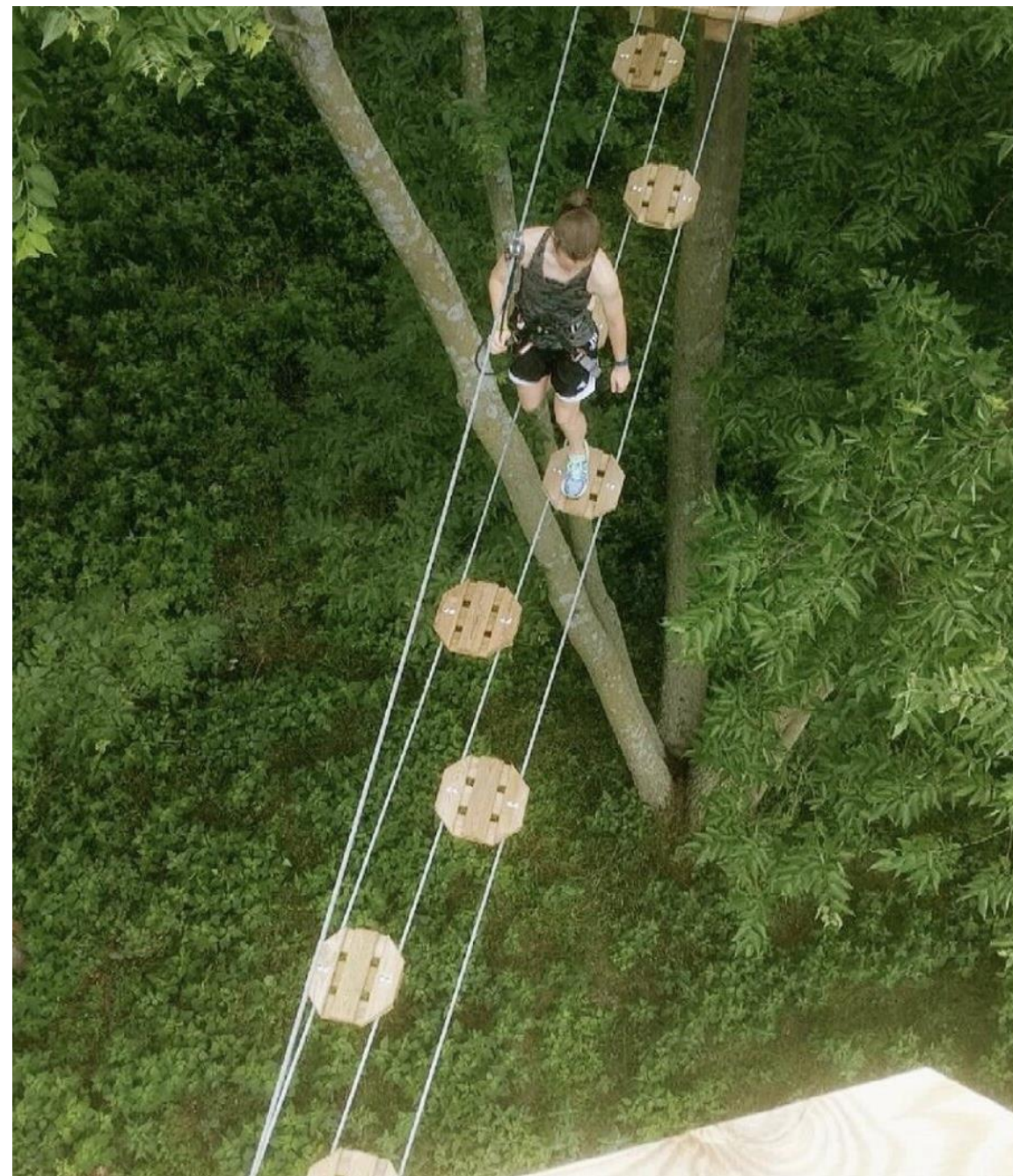


Central Platform



Bracing Trees

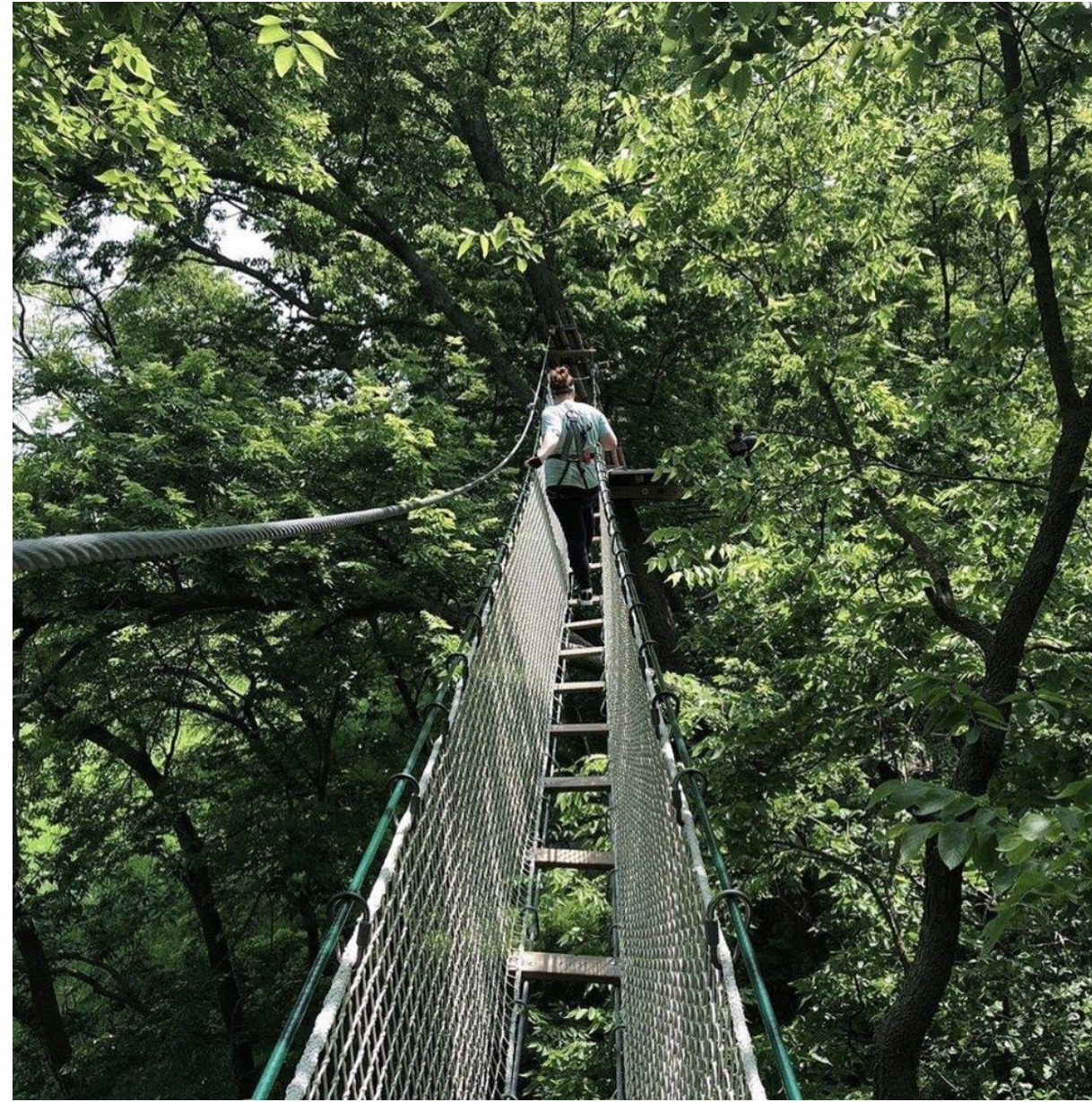
Go Ape! @ Brazos River Park



Connecting Tree to Tree with Obstacles



Spectacular Views



Landing Zones

Facility Operations



Go Ape is responsible for

- all information technology
- point of sales communication
- Equipment and services required for course operation
- Cabin offering merchandise items for sale as well as pre-packaged snacks and beverages
- Onsite staffing and staff training including rescue and emergency training
- Course inspection
- Safety plans
- Maintenance and brush clearance as needed
- Marketing & Social Media
- Directional Signage
- Utility bills

Facility Operations



CoSL Parks & Recreation is responsible for

- Providing the site
- Providing the parking space, restroom and access to electricity for the cabin
- Trash and recycling receptacles and clean up
- Minimal mowing as applicable

Financial Aspects

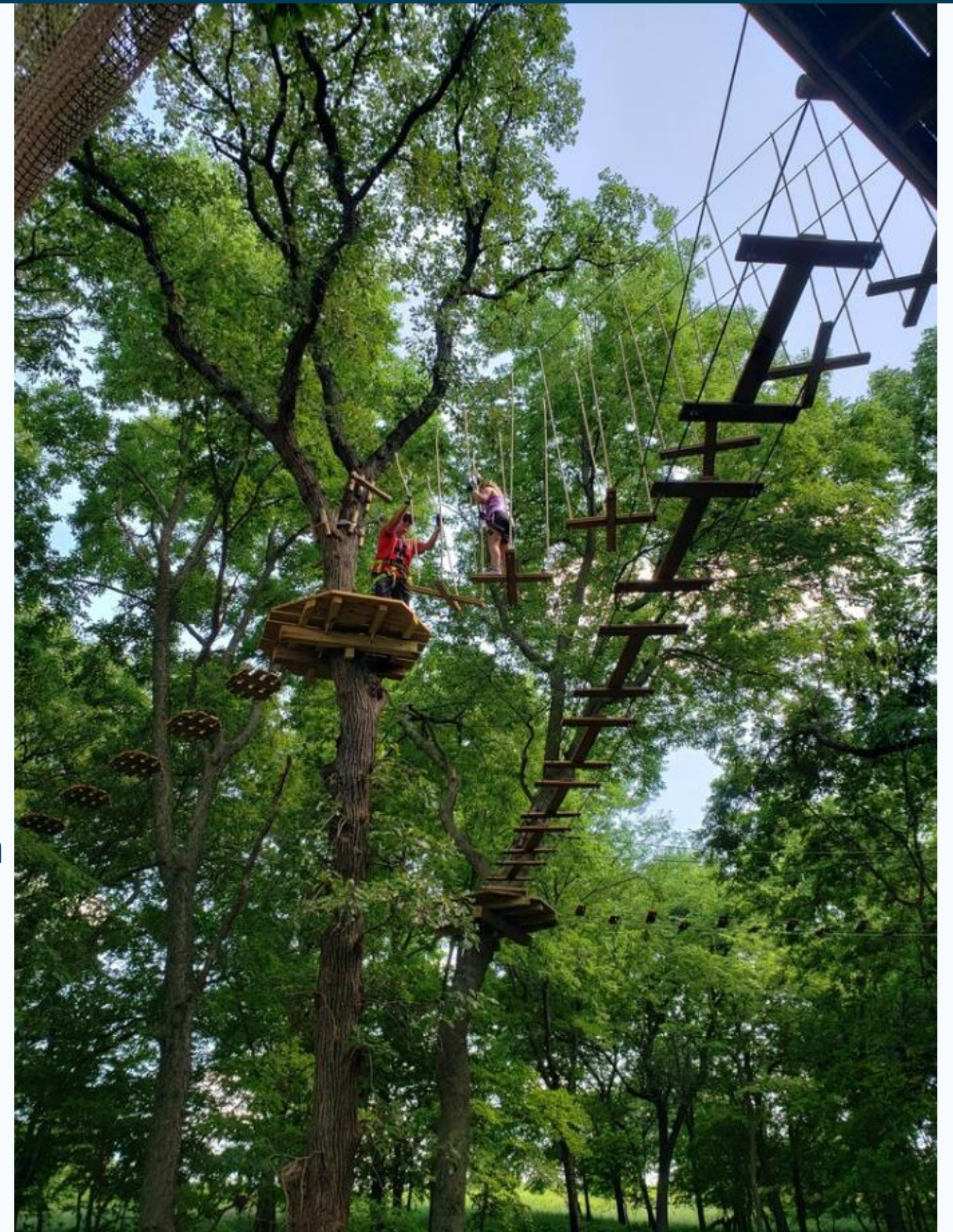


- An agreement term of at least 15 years with an option for Go Ape to extend the agreement for an additional 5-year term.
- Go Ape fully funds the cost of the facility.
- Go Ape makes quarterly payments to the City including a base rent plus a revenue sharing on a sliding scale starting at 4% and topping out at 10%.
- Rent: \$12,000/year, which will cover City's cost for litter, mowing, and custodial
- Gross revenue is projected to be \$1.24 Million (minimum) with approximately \$50K of that revenue being paid to the City.

Project Benefits

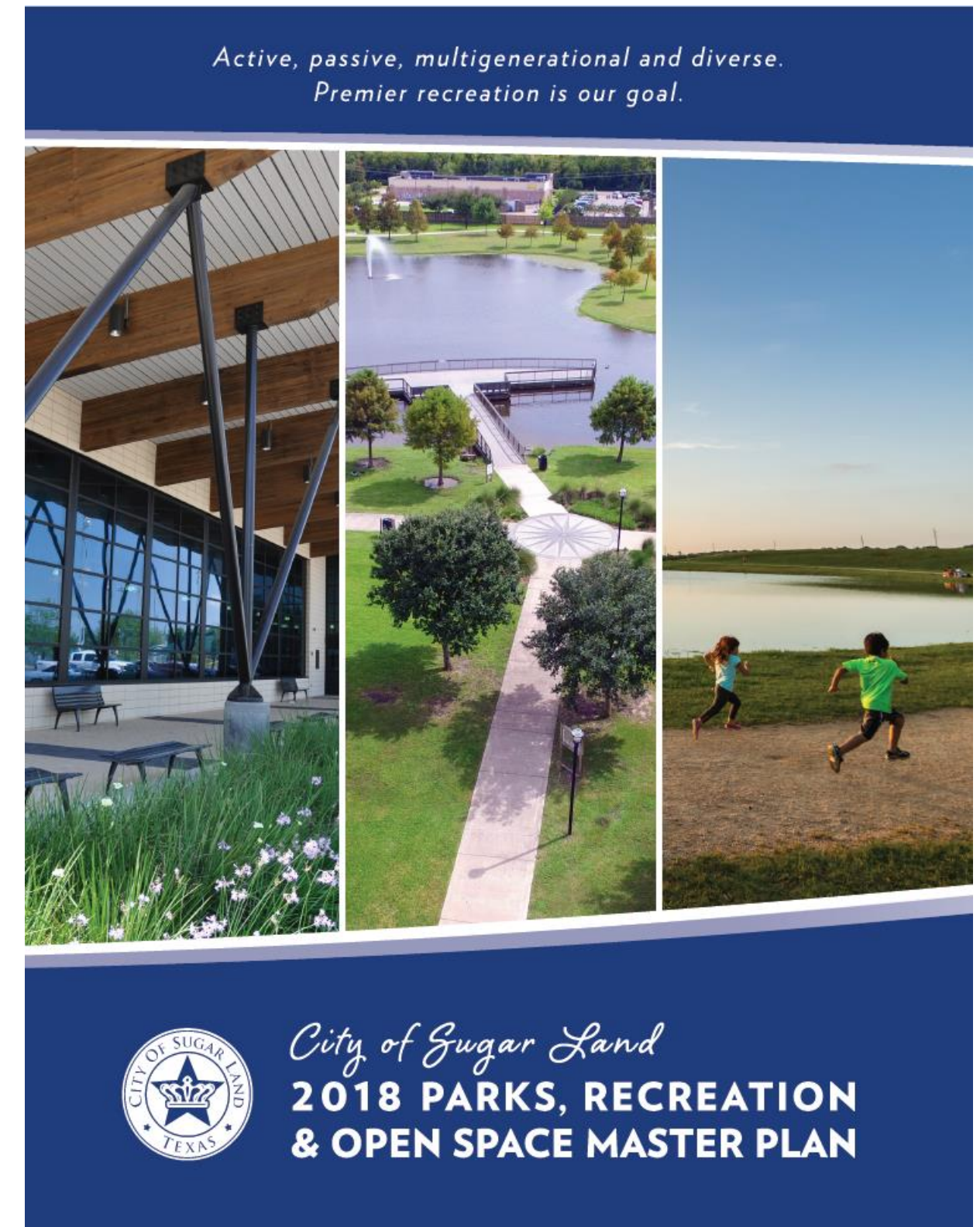
This public-private partnership project can

- Provide excellent outdoor activities to individuals and families
- Benefit residents and visitors' physical and mental well-being
- Promote team-building, self-confidence and nature-learning
- Draw customers from throughout the south Texas region
- Bring revenue and business to the City
- Make Brazos River Park and Sugar Land a greater destination



Meeting Goals of Parks Master Plan

- Public-private partnership for the benefit of Sugar Land residents and economic benefits to the City.
- Maximize opportunities for the development of revenue-generating amenities in the parks system.
- Increase multigenerational recreation amenities
- Improve Brazos River Park to be a greater regional park
- Address residents' strong interests in
 - ✓ Outdoor and nature activities
 - ✓ Adult fitness & wellness
 - ✓ Nature education/eco-tourism



Preliminary Schedule



Action	Finished By	Notes
Lease Agreement	March 2022	
Course Design Site Plan and Schematic Design	April 2022	Site location, elevations, tree identification, obstacles within course... all to be reviewed by Parks, Engineering and DRC.
Independent Tree Inspection	May 2022	
Engineered Drawings and Building Permit Complete	August 2022	
Course Construction Start	September/October 2022	
PR and Marketing Campaign Documentation	September 2022	
Course Construction Complete and Inspection	January/February 2023	It takes six to ten weeks in construction

Go Ape! @ Brazos River Park

Staff Recommends Approval
of a Lease Agreement with Go
Ape Brazos River Park LLC



Questions?

Thank you!

